

CLAIMS

1. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, said method comprising:
 - providing one or more subscriber web pages, said web pages located on the world wide web or Intranet,
 - receiving a subscriber profile with respect to at least a first of said web pages, said subscriber profile including at least access restrictions;
 - said at least first web page, based on said subscriber profile, comprising personalized combinations of: static information, dynamic information, locator information and communications access;
 - determining an access level of said visitor, and
 - personalizing a web page based on a matching of visitor access level with said subscriber profile.
2. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 1, wherein said access level is based on any of: password, URL, phone number, code, logging in on a guest web page, and biometrics.
3. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 1, wherein said personalized web page comprises at least an availability of the subscriber.
4. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 3, wherein said availability comprises one or more

of: the current availability of the subscriber for interactive communication or store and forward communication, media types for contact.

5. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 4, wherein said store and forward contact comprises one or more of: text, e-mail, voice mail, video mail.
6. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 4, wherein said interactive communication comprises one or more of: instant messaging (IMS), audio, video, VoIP phone contact, conference call.
7. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 4, wherein said media types include one or more of: HTML or XML interfaced, text, audio, video, conference calls.
8. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 1, wherein said personalized web page comprises at least static information mixed with dynamic information.
9. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 8, wherein said static information includes one or more of: address, e-mail, office party, name, phone number, message (personalized).
10. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 8, wherein said dynamic information includes one or more of: subscriber's active policy, availability, and messages.

- Page 19 of 25

revealing to said visitor a customized page, including at least said first section,
based on a matching of visitor access level with a subscriber profile.

15. A method of personalizing one or more Internet subscriber's web pages based on an access level, as per claim 14, wherein said level of access is based on any of: password, URL, phone number, code, logging in on a guest web page, and biometrics. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 1, wherein said personalized web page comprises at least an availability of the subscriber.
16. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 15, wherein said availability comprises one or more of: the current availability of the subscriber for interactive communication or store and forward communication, media types for contact.
17. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 16, wherein said store and forward communication comprises one or more of: text, e-mail, voice mail, video mail.
18. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 16, wherein said interactive communication comprises one or more of: instant messaging (IMS), audio, video, VoIP phone contact, conference call.
19. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 16, wherein said media types include one or more of: HTML or XML interfaced, text, audio, video, conference call.

20. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 14, wherein said personalized web page comprises at least static information mixed with dynamic information.
21. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 20, wherein said static information includes one or more of: address, e-mail, office party, name, phone number, message (personalized).
22. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 20, wherein said dynamic information includes one or more of: subscriber's active policy, availability, and messages.
23. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 20, wherein said dynamic information is being updated automatically.
24. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 14, wherein said personalized web page comprises any of: a plug-in, java applet, link or button that creates a multimedia-over-IP and/or voice-over-IP call to the subscriber or a PSTN call or a wireless phone call or sends messages to different Instant Messages devices or Sends messages to Pagers or sends SMS.
25. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 16, wherein availability is deduced from the current presence of subscriber devices and the current subscriber's policy.

26. A rules based method of revealing personal information on one or more Internet subscriber's web pages based on a subscriber policy, said method comprising:
- receiving a subscriber's policy , said policy including at least one or more subscriber profiles defining one or more groups of visitors and associated levels of access;
 - providing one or more web pages, said web pages located on the world wide web or intranet and comprising at least a first section revealing one or more of subscriber availability, current active policy, and static personal information;
 - determining which group a visitor belongs to, and
 - assembling a version of said subscriber's web page, including at least said first section, based on a rules based matching of the group the visitor belongs to with said subscriber's policy.
27. A rules based method of revealing personal information on one or more Internet subscriber's web pages based on a subscriber policy, as per claim 26, wherein said level of access is based on any of: password, URL, phone number, code, logging in on a guest web page, and biometrics. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 26, wherein said personalized web page comprises at least an availability of the subscriber.
28. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 26, wherein said availability comprises one or more of: the current availability of the subscriber for online communication or store and forward communication, media types for contact.

29. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 28, wherein said store and forward communication comprises one or more of: text, e-mail, voice mail, video mail.
30. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 28, wherein said interactive communication comprises one or more of: instant messaging (IMS), audio, video, VoIP phone contact, conference call.
31. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 28, wherein said media types include one or more of: HTML or XML interfaced, text, audio, video, conference call.
32. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 26, wherein said personalized web page comprises at least static information mixed with dynamic information.
33. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 32, wherein said static information includes one or more of: address, e-mail, office party, name, phone number, message (personalized).
34. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 32, wherein said dynamic information includes one or more of: subscriber's active policy, availability, and messages.

35. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 32, wherein said dynamic information is being updated automatically.
36. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 26, wherein said personalized web page comprises any of: a plug-in, java applet, link or button that creates a multimedia-over-IP and/or voice-over-IP call to the subscriber or a PSTN call or a wireless phone call or sends messages to different Instant Messages devices or Sends messages to Pagers or sends SMS.
37. A method of enabling selective access to personal information on one or more Internet subscriber's web pages, as per claim 28, wherein availability is deduced from the current presence of subscriber devices and the current subscriber's policy.